



ROTH COMMUNICATIONS CREDENTIALS 2026





ABOUT US

WHO WE ARE



Roth Communications is a full-service, global **Marketing Communications agency** that partners with clients to **raise awareness** and **create impactful change** about the world's most pressing issues.

We bring extensive expertise in **Strategy, Storytelling and Stakeholder Engagement** to craft messages that resonate with **diverse audiences** in the Americas, Africa, Asia and Europe.



INTRODUCTION



ROTH helps our clients communicate **complex ideas** in **simple, human-centred ways**.

Founded in 2013, we have worked in 17 languages to date.

Partnered with:

- UN organisations,
- private sector leaders,
- funders,
- government agencies and
- nonprofit organisations to craft campaigns that drive the SDGs and connect communities.

Core Values

- Empathy
- Integrity
- Excellence



APPROACH



We believe that the most effective communication is built on **understanding**.

We gain this understanding through:

- immersing ourselves in local contexts,
- employing young creatives from the regions,
- creating strategies that are both culturally relevant and globally impactful.

Our approach centres on **authenticity** and **collaboration**.





SERVICES



Our Monitoring, Evaluation, and Learning (MEL) experts gather valuable data through:

- Interviews
- Surveys
- Questionnaires
- Focus groups
- Public participation workshops
- Case studies

Methodologies used include:

- Storytelling
- Design Thinking
- Case Studies

We provide **actionable insights** that inform strategy, **enhance program effectiveness**, and **demonstrate the real-world impact** of our clients' work.

CONSULTING



- Campaign Planning
- Media Relations
- Stakeholder Engagement

We specialize in designing **customized communication and campaign strategies** that align with our clients' unique objectives and audiences - all with a focus on **driving measurable impact and sustainable results.**

CREATIVE PRODUCTION



Our creative team brings stories to life through high-quality multimedia content, including:

- Digital: Web and Social Media
- Editorial
- Documentary videos
- Podcasts
- Explainer videos
- Radio dramas.

We focus on creating **engaging** and **culturally relevant materials** that **resonate across languages and communities.**

CAMPAIGN MANAGEMENT



- Our campaign management systems take projects from concept to completion:
- Strategy
- Stakeholder engagement
- Content production
- Launch events
- Translations
- Social media management
- Media relations
- Measurement
- Reporting

All of our campaigns are backed by **robust Production Management and reporting systems** that provide for measurable results.

TRAINING & CAPACITY BUILDING



ROTH offers tailored training programs to help teams and individuals enhance their communication skills. We equip clients with the tools they need to communicate and collaborate effectively.

Available in English, Portuguese, and French, online and in person, our training ensures accessibility and inclusivity

TRAININGS ON OFFER

- Storytelling for Advocacy
- Impact Storytelling
- Digital Storytelling
- Storytelling for MEL
- Media Relations
- Writing for the Web
- Photography/ Videography
- Developing Opinion Content
- Business Writing (Reports, Emails, Proposals, etc.)
- Research Methods (Qualitative)

TRAININGS FORMATS:

- Instructor-led, in person
- Instructor-led, remote (online)
- Self-paced, remote on our Learning Management System with Instructor Support



PORTFOLIO

Launch Support

Client: UNDP South Africa
Region: South Africa
Project Duration: Two months



Roth Communications was selected by UNDP South Africa through a competitive tender process as a Communications agency on a Long-Term Agreement (three years).

Our second Work Order was to assist UNDP South Africa to launch its Township Spark project.

Key deliverables include:

- Design a logo and Style Guide plus assets (PPT, Speaker Notes, digital banners) for the project
- Create a project explainer video – concept, scripting, editing and post production.
- Event videography and photography – delivering a full video plus cutdowns and photos for socials – at three events.

[Link to Project](#)

Entrepreneur Storytelling

Client: Department of Economic Development and Tourism: Provincial Government of the Western Cape

Region: South Africa

Project Duration: Six months



The Premier's Entrepreneurship Recognition Awards (PERA) awards gives recognition to entrepreneurs in various fields while promoting a culture of entrepreneurship. The annual competition aims to promote, inspire and create local entrepreneurs who can act as role-models for youth and communities, especially the unemployed.

Roth Communications researched, shot and produced 29 finalist videos, using a storytelling approach, across the province.

We also produced a programme video and conducted videography and photography for the awards ceremony.

Key deliverables include:

- Programme video
- Twenty-nine individual entrepreneur stories captured on video in English and sign language
- Event videography and photography

[Link to Awards Video](#)
[Link to Entrepreneur Story Video](#)

Entrepreneur Training

Client: Goethe Institute
Region: Sub Saharan Africa
Project Duration: Three years



Roth Communications was contracted to train entrepreneurs in the creative arts from eight SSA countries in business, team building, brand and leadership.

The agency was responsible for curriculum and materials development, facilitation and reporting for grantees of the Sound Connects Fund, contracted by the Goethe Institut-South Africa.

The trainings were held annually in Malawi, Namibia and South Africa for three years in English and Portuguese.

Trainings included:

- Brand Storytelling
- Team Work
- Asset Based Community Based Development
- Governance in the Arts
- Collaboration
- Leadership

Content Production/ Media and PR

Client: UNDP South Africa
Region: South Africa
Project Duration: Three months



Roth Communications was selected by UNDP South Africa through a competitive tender process as a Communications agency on a Long-Term Agreement (three years).

Our first Work Order was to assist UNDP South Africa deliver key messages to the G20 Summit (November 2025, Johannesburg) through selected production and Media Placement in select media outlets.

Key deliverables include:

- Three thought leadership articles – researched, written and published
- A series of podcasts – concept, scripting, recording and post production.
- Media Relations – placing the op-eds in Tier One publications.

[Link to Project Website](#)

Campaign: Mwana ni Munthu

Client: UNICEF Zambia, for the Government of Zambia
Region: Zambia
Project Duration: One year (current)



Roth Communications was contracted to conceptualize, facilitate and produce a variety of public facing communications tools and products to raise awareness about the Revised Child Safety Act and other child protection legislation.

The approach emphasized stakeholder engagement and high-quality content production to reach and inspire diverse audiences. Products are being developed in seven local languages.

Key deliverables include:

- Communications Products: Posters, brochures, facilitation guides, comic books, animations and radio messages.
- Public Participation: ROTH is running co-creation and pre-testing workshops with youth, community workers and rural, peri-urban and urban public.
- Multi-Stakeholder Engagement: Stakeholder workshops and forums to facilitate collaboration between partners and external audiences, ensuring alignment and knowledge-sharing.

[Link to Campaign Concept](#)

Campaign: Africa Zero Hunger

Client: International Federation of the Red Cross and Red Crescent Societies
Region: African continent, launched in six countries
Project Duration: One year, 2024-2025



Objectives:

To promote discussion of 'Durable Solutions' as they pertain to food resilience on the African continent.

To assist six National Societies to launch mini campaigns to attract support and funding for their programmes.

Solution: ROTH developed and implemented a campaign across six countries: concept, strategy, digital toolkit, video, print, social media, launch events, media trainings and an interactive campaign website in English and French.

Content production included a 2D explainer video, campaign documentary, Impact Storytelling training, Media/PR support, social media and newsletter production.

Impact: This campaign was launched on August 19, 2025.

[Link to Campaign Strategy](#)

[Link to Work Plan](#)

[Link to English Digital Toolkit](#)

[Link to 2D Animation Video](#)

Campaign: Safer Campuses

Client: UNESCO Regional Office for Southern Africa (O3 Plus Programme)

Region: Southern and Eastern Africa

Duration: One year, 2023 - 2024



Objective: To promote safe, inclusive learning environments in Southern and Eastern African universities through a regionally adapted, youth-focused campaign.

Solution: ROTH developed and implemented the campaign across six countries, producing digital toolkits, a comprehensive style guide, launch events, media trainings and an interactive campaign website.

A standout component was the regional ChangeMaker Competition, engaging students to contribute to campus safety solutions through art, drama, video and creativity!

Content production included six radio dramas, social media posts and newsletters to reach audiences across varying levels of literacy and access.

Impact: The Safer Campuses Campaign drove active participation from students and educators, fostering dialogue on campus safety. The ChangeMaker competition highlighted innovative student-led solutions, creating a foundation for future campus safety initiatives.

[Link to Campaign End Report with Measurements](#)

Campaign: Back to School / Keeping our Girls in the Picture, 2021

Client: UNESCO Regional Office for Southern Africa (O3 Programme)
Region: Southern and Eastern Africa
Duration: One year



Objective: Create awareness of importance of children returning to formal schooling during the COVID-19 pandemic.

Roth helped UNESCO ROSA to localize the global campaign, adapting existing assets to the African context and creating a set of new communications tools and products.

Multimedia Content Production:

- Radio drama series using storytelling, content pertinent to all of African audiences
- Social Media posts to publicize the drama series

Capacity Building: Conducted Train the Trainer workshops on how to use the campaign content in off-line contexts.

Media and PR: Presented campaign learnings at the UNESCO Global Education Coalition

[Link to Project Close Out Report](#)

Campaign: Journalists for Transparency

Client: Transparency International

Region: Global

Project Duration: Six months, 2021



Objective: Journalists working in the anti-corruption field face huge challenges. The Journalists for Transparency (J4T) Project is supported by the IACC and Transparency International to support and capacitate these journalists. This campaign highlighted learnings from senior journalists, provided training for the cohort and publicized the work of J4T.

Key deliverables included:

Multimedia Content Production: Created a diverse range of materials, including:

- Podcasts and photo essays featuring J4T journalists “Journey to the Truth” from the field
- Social Media posts to publicize the project content.

Capacity Building: Conducted trainings and produced toolkits for journalists in libel, fact checking and Big Data journalism

Media and PR: Online launches and presentations at the IACC conference.

[Link to Campaign Website](#)

Campaign: Climate Change

Client: WWF-International
Region: Global
Project Duration: One year



The Climate Savers Programme is a collaboration between some of the world's leading corporations and WWF to show leadership in reducing emissions and heading off catastrophic climate change.

Roth Communications was contracted to produce a campaign communications strategy, newsletters, brochures, media releases and facilitate stakeholder engagement with the programme's corporate partners.

Key deliverables included:

- Campaign Strategy
- Brochure copywriting and design
- Newsletter copywriting and design
- Media release copywriting
- Social media publication and measurement
- Stakeholder Engagement – programme team, WWF Country Offices and corporate members

[Link to Programme Brochure](#)

Content Production: *Let's Talk_EUP!*



Client: UNFPA, UNESCO, Save the Children, SafAids
Region: African continent
Project Duration: 11 months (2020)



Objective: Use edutainment to create awareness of Early and Unintended Pregnancy among adolescents .

We used storytelling to produce a radio drama series following the lives of two teenage girls as they navigated pregnancy.

Multimedia Content Production:

- Radio drama series using storytelling, content pertinent to all African audiences

Media and PR: Created an Adaptation Guide for translation and media engagement

Impact: At last count, the series has been picked up by Zambia and South Sudan, had reached over 5 million persons.

[Link to Project Close Out Report](#)

Strategy: Climate Change

Client: World Resources Institute (WRI), in collaboration with WWF and HSBC

Region: Global

Project Duration: 6 months



Roth Communications partnered with WRI to develop and execute a strategic communications plan that amplified the goals and achievements of the Climate Solutions Partnership.

The approach emphasized storytelling, stakeholder engagement, and high-quality content production to reach and inspire diverse audiences.

Key deliverables included:

- Comprehensive Communications Strategy: Roth designed a strategy to align messaging across WRI, WWF, HSBC, and other project partners, ensuring consistency and impact.
- Stakeholder Engagement Support: Organized stakeholder workshops and forums to facilitate collaboration between partners and external audiences, ensuring alignment and knowledge-sharing.

PR/Media Campaign: Renewable Energy

Client: UNIDO

Region: Sub Saharan Africa

Project Duration: Six months



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION
Progress by innovation

The Energy Efficiency for Sustainable Livelihoods in Africa (EELA) Program promotes inclusive, low-carbon development by providing and promoting energy-efficient solutions and boosting energy-efficiency investments in the industrial sector with the end goal of market stimulation.

Roth Communications delivered the program's first media/PR campaign across the region, resulting in UNIDO building a library of communications assets to boost awareness and built interest in the program.

Key deliverables include:

- Eight thought leadership articles – researched, written and published
- A series of animated videos for Social Media and YouTube.
- Print assets – written and designed: program flyers, brochures and infographics .

[Link to Programme Website](#)

Stakeholder Engagement

Client: USAID

Region: Southern Africa

Project Duration: One year



Objective:

The SADC region faces growing challenges related to water security, climate adaptation, and ecosystem resilience.

The Resilient Waters project sought to build awareness and capacity within local communities to manage water resources sustainably, adapt to climate change, and foster resilience against environmental challenges.

Solution:

Roth Communications crafted a comprehensive communications strategy that engaged stakeholders across the region.

Using culturally relevant storytelling, multimedia content, and participatory approaches, the campaign highlighted the importance of sustainable water management and the interconnectedness of communities and ecosystems.

Stakeholder Engagement (Continued)

Client: USAID

Region: Southern Africa

Project Duration: One year



Key deliverables included:

Fieldwork and Stakeholder Engagement: Conducted workshops and interviews with local stakeholders to understand community needs, ensuring the content was locally relevant and impactful.

Multimedia Content Production: Created a diverse range of materials, including:

- Explainer videos to illustrate complex environmental concepts in a simple, engaging way.
- Infographics and posters for easy dissemination of key messages.
- Video stories and photo essays featuring real-life examples of resilience and innovation.
- Radio messages to share insights and lessons learned from community leaders.

Cartoons and Visual Storytelling: Designed visually engaging materials to communicate messages effectively, particularly for communities with varying literacy levels.

Research / MEL

Client: Western Cape Provincial Government: Department of Cultural Affairs and Sport
Region: South Africa
Project Duration: 5 months



Objective:

To evaluate the impact of the provincial government’s “[After School Game Changer](#)” Programme on learners aged 10-14 in eight schools, aiming to provide actionable insights for enhancing the program’s effectiveness in both urban and rural settings.

Solution:

Roth Communications conducted a comprehensive study using a mix of qualitative methods:

- Organised focus groups with learners in both urban and rural areas to capture diverse perspectives.
- Used play as a means to build participation and gather insights from learners.
- Conducted the study in three languages (English, Afrikaans, Xhosa) to ensure inclusivity and accuracy.
- Prepared child-friendly, ethical research guidelines that protected the participants’ confidentiality and rights
- Analysed findings collaboratively with stakeholders through workshop sessions, refining insights into a detailed final report with recommendations.

Training & Capacity Building

Client: World Health Organisation, Africa Regional Office



Brief:

Help raise the skill level of digital storytelling, photography and social media for eighteen Communications Officers from diverse backgrounds and cultures.

What we did:

Designed and taught a four-day, bilingual training workshop, and provided post-training mentorship.

How we did it:

We combined the theory from ROTH's world-first *Impact Story Training* (which covers body language, building rapport, technology and ethics) with hands-on training in photography and social media.

The aim was for each participant to have published at least one complete story by the end of the training i.e. collected, transcribed (using software), photographed, written and posted online.

Content Production

Client: World Health Organization (WHO), African Region
Region: Global, with a focus on the African continent
Project Duration: 9 months



Objective:

The WHO needed to communicate the concept of “Value for Money” (VfM) in health interventions to both internal and external stakeholders.

The aim was to explain complex financial and health-related topics in an engaging, accessible way to improve understanding and drive better decision-making.

Solution:

Roth Communications developed a series of 15 concise, 2D animation explainer videos that illustrated the key principles of VfM in healthcare.

Key deliverables included:

Concept Development: Roth collaborated with WHO experts to define the core messages and ensure the content aligned with organizational goals.

Scriptwriting and Storyboarding: Each video was carefully scripted and storyboarded to break down complex concepts into relatable, visual narratives.

Production and Editing: The 2D animations were designed to be visually engaging while maintaining a professional tone suitable for WHO’s audience. Roth ensured that the videos were adaptable for internal training and external dissemination.

Multi-language Support: Videos were produced in English, Portuguese, French, and Kiswahili, extending their reach across diverse linguistic audiences.

CLIENTS





THANK YOU

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